

# THE WALL IS DOWN (IN D.C.)— NEW OPPORTUNITIES FOR AUSTRIAN FIRMS IN U.S. MARKETS

A Presentation to the  
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# The Fall of the Iron Curtain



20te Jahrestag

# Ein Umwelt-Mauer



Pres. Bush und Pres. Solyom, 22 Juni, 2006

# Die Mauer ist Gegallen!



Candidate Obama in Berlin, 24. Juli, 2008

People of the world - look at Berlin,  
where a wall came down, a  
continent came together, and  
history proved that there is no  
challenge too great for a world that  
stands as one.

As we speak, cars in Boston and factories in Beijing are melting the ice caps in the Arctic, shrinking coastlines in the Atlantic, and bringing drought to farms from Kansas to Kenya.

This is the moment when we must build on the wealth that open markets have created, and share its benefits more equitably.

Together, we must forge trade that truly rewards the work that creates wealth, with meaningful protections for our people and our planet. This is the moment for trade that is free and fair for all.

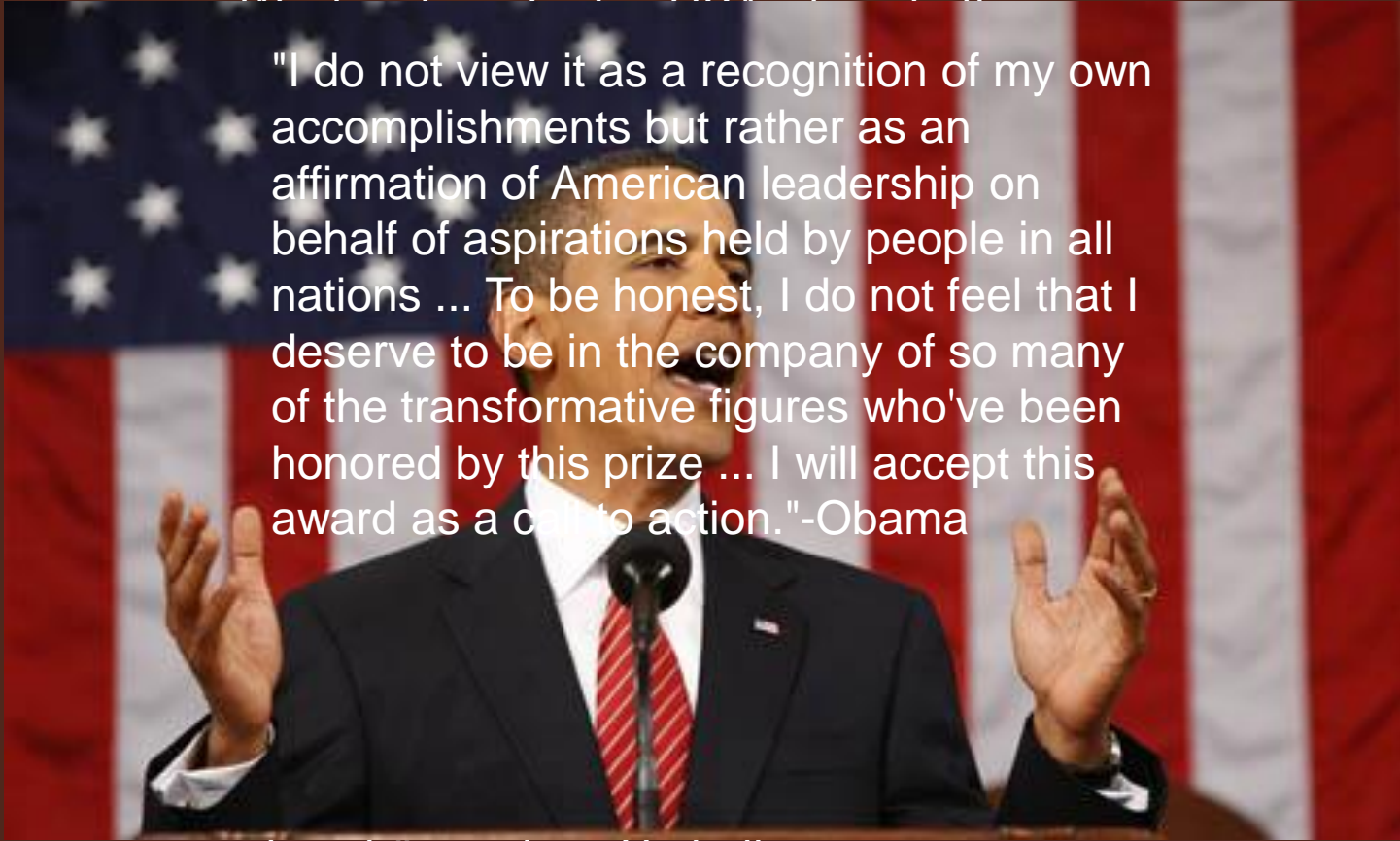


Let us resolve that all nations - including my own - will act with the same seriousness of purpose as has your nation, and reduce the carbon we send into our atmosphere. This is the moment to give our children back their future. This is the moment to stand as one.

President Obama, Berlin 2008

# Obama Gewinnt Nobelpreis

## Amerikaner streiten über Nobelpreis für Obama



"I do not view it as a recognition of my own accomplishments but rather as an affirmation of American leadership on behalf of aspirations held by people in all nations ... To be honest, I do not feel that I deserve to be in the company of so many of the transformative figures who've been honored by this prize ... I will accept this award as a call to action."-Obama

«beschamendes» Verhalten vor.  
Die Entscheidung für den US-Präsidenten nach nur neunmonatiger Amtszeit hatte weltweit Überraschung ausgelöst, war aber

# Universität Redlands seit 1959





Marketenderschlössl, 1560

LEADERSHIP & THE ENVIRONMENT

# Newsweek

April 16, 2007: \$4.95

newsweek.msnbc.com



ARNOLD'S CRUSADE  
GREEN CITIES  
SCIENCE AND CO<sub>2</sub>  
CHINA'S WATER CRISIS  
A GLOBAL CARBON TAX?  
GENERATION GREEN  
BIG FIXES, & SMALL ONES

## Save the Planet— Or Else

PHOTOGRAPH BY NICOLE PANNY

# **Memorandum of Understanding**

**Between**

**The Federal Minister of Agriculture, Forestry,  
Environment and Water Management  
of the Federal Republic of Austria**

**and**

**The Secretary for Environmental Protection and  
the Secretary for Resources  
of the State of California**

**Regarding  
Cooperation in the Field of Environmental  
Protection**

**16. Mai 2008**

# Article 1

The cooperation under this MOU will include...

1. Exchange of experiences regarding environmental policies...
2. Scientific and technological cooperation...
3. Cooperation regarding developing monitoring and enforcement mechanisms...
4. Participation in relevant regional and international fora...
5. Cooperation regarding education and training.

## Article 2

The cooperation under this MOU will focus on the following areas:

1. Environmental technologies;
2. Climate change;
3. Energy efficiency and renewable energy sources and technologies;
4. Sustainable building;
5. Sustainable waste management;
6. Sustainable water management; and
7. Any other area upon which the entities reach an understanding.





**“The Debate is O-vah... die Science is Kleah...  
Kaleefornia will be da Leadah in fighting Climate Change...”**

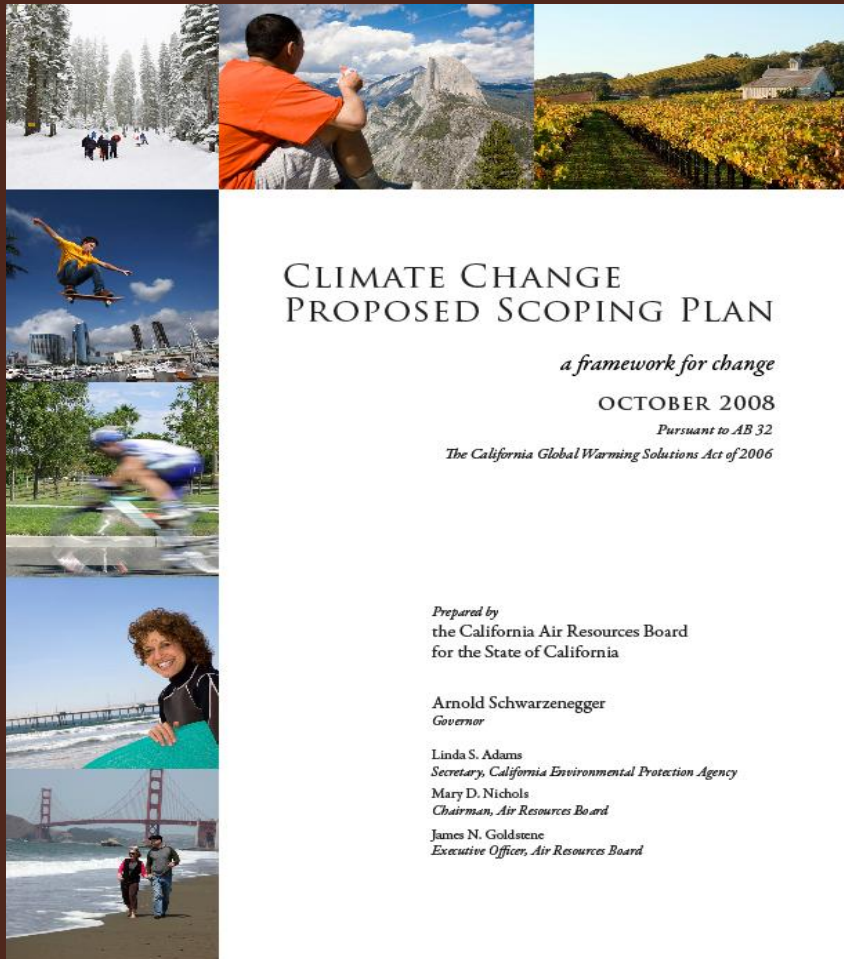
# Executive Order S-3-05

- Signed into law June 1, 2005
- Established State Agency Climate Action Team (CAT)
- Set GHG reduction targets:
  - ✓ To 2000 levels by 2010
  - ✓ To 1990 levels by 2020
  - ✓ 80% below 1990 levels by 2050

# Global Warming Solutions Act of 2006 (AB 32)

- Established first-in-the-world comprehensive program of regulatory and market mechanisms to achieve real, quantifiable, cost-effective reductions of GHG emissions
- Charges the California Air Resources Board with determination of the 1990 emission baseline (completed August 2008); and
- Establishes implementation targets by sectors (Draft Scoping Plan issued October 2008)

# Climate Change Scoping Plan



- ▣ Calif. Air Resources Board (ARB) developed baseline GHG targets
- ▣ Cap and Trade Program to be in place by 2011
- ▣ <http://www.arb.ca.gov/cc/capandtrade/capandtrade.htm>

# Low Carbon Fuel Standard

- Requires fuel providers to reduce carbon intensity of fuels sold in state; will reduce carbon content by 10% by 2020

# Million Solar Roofs Initiative

- \$2.9B incentive plan for home and building owners who install p.v. electric systems → one million solar roofs in CA by 2018, → providing 3,000MW and reducing GHGs by 3M tons annually

# Hydrogen Highway Network

- Envisions a network of hydrogen fuel stations, with 25 stations in operation as of July, 2007, and ten more stations under construction in 2008

# Renewable Portfolio Standards

- Requires that Utility Companies must produce 20% of their total energy production from Renewable Energy sources by 2010 (!)
- Governor Schwarzenegger issued Executive Order establishing 33% RPS by 2020.
- 27 other States also have approved RPS legislation

# **AB 811**

## **Local Agency Contracts for Energy Efficiency Improvements**

- Provides Cities and Counties with \$\$\$ for low interest loans for homes and buildings for capital improvements
- Covers solar, geothermal (heat pumps), insulation and other energy efficiency improvements
- Payments made with regular property tax bill

# American Recovery and Reinvestment Act

- Allocates more than \$700 Billion for Economic Stimulus Programs
- \$80 Billion for Renewable Energy Development
- \$ 6 Billion for Renewable Energy Development Loan Guarantees
- \$ 2.5 Billion for Renewable Energy Research and Development
- \$ 3.2 Billion for Energy Efficiency Community Block Grants



# American Clean Energy and Security Act of 2009

- Cap-and-Trade Global Warming Reduction Plan to reduce GHG emissions by 17% by 2020
- Renewable Energy requirements for Utility Companies
- \$\$\$ for Carbon Capture and Sequestration Research
- Energy Efficiency Incentives for Homes/Buildings

# Clean Energy, Jobs, and American Power Act

- Gives incentives for Energy Efficiency in Buildings  
LEED/Passivhaue Measures
- Gives ITCs and PTCs, Low-interest Loans for Clean Energy Businesses
- Provides for “Green Tech” job training programs
- Sets GHG emission targets same as EU: 20% by 2020, 80% by 2050

# Carbon Cap & Trade Programs

- Charges US EPA with establishing baseline GHG emission measures
- Establishes Carbon Trading Program for 7,500 largest Carbon Source Facilities in US
- Expected to yield \$80B in 2012, \$645B by 2019 at rate of \$20/ton
- GE Energy in favor, “because it spurs investment in Green Technology, and provides clarity on Federal Rules...[we know how to proceed] with long-term business investments.”

# U.S. Experience with Cap & Trade

- Clean Air Act of 1990 – Acid Rain Cap & Trade Program
- Achieved 100% compliance, reducing SO<sub>2</sub> by 22% below targets (7.3Mt/yr)
- Actual cost to Industry just \$1.1-1.8B/yr, 20-30% below forecasts
- [www.epa.gov/airmarkets/cap-trade/docs/ctresults.pdf](http://www.epa.gov/airmarkets/cap-trade/docs/ctresults.pdf)

# 5 Elements of a Successful Cap & Trade Program

- Mandatory Emissions Cap – Limit on Total Tons of Emissions
- Fixed number of Allowances for Each Source
- Banking and Trading
- Clear Performance Criteria
- Flexibility! Sources have flexibility to decide When, Where and How to reduce Emissions.

# Redlands-Güssing Biomass Energy Project



Biomass Gasification from Municipal Solid Waste ~ 4MW

[northamerican-biomass.com](http://northamerican-biomass.com)



GOVERNORS'  
**GLOBAL**  
CLIMATE SUMMIT **2**

ON THE ROAD TO COPENHAGEN



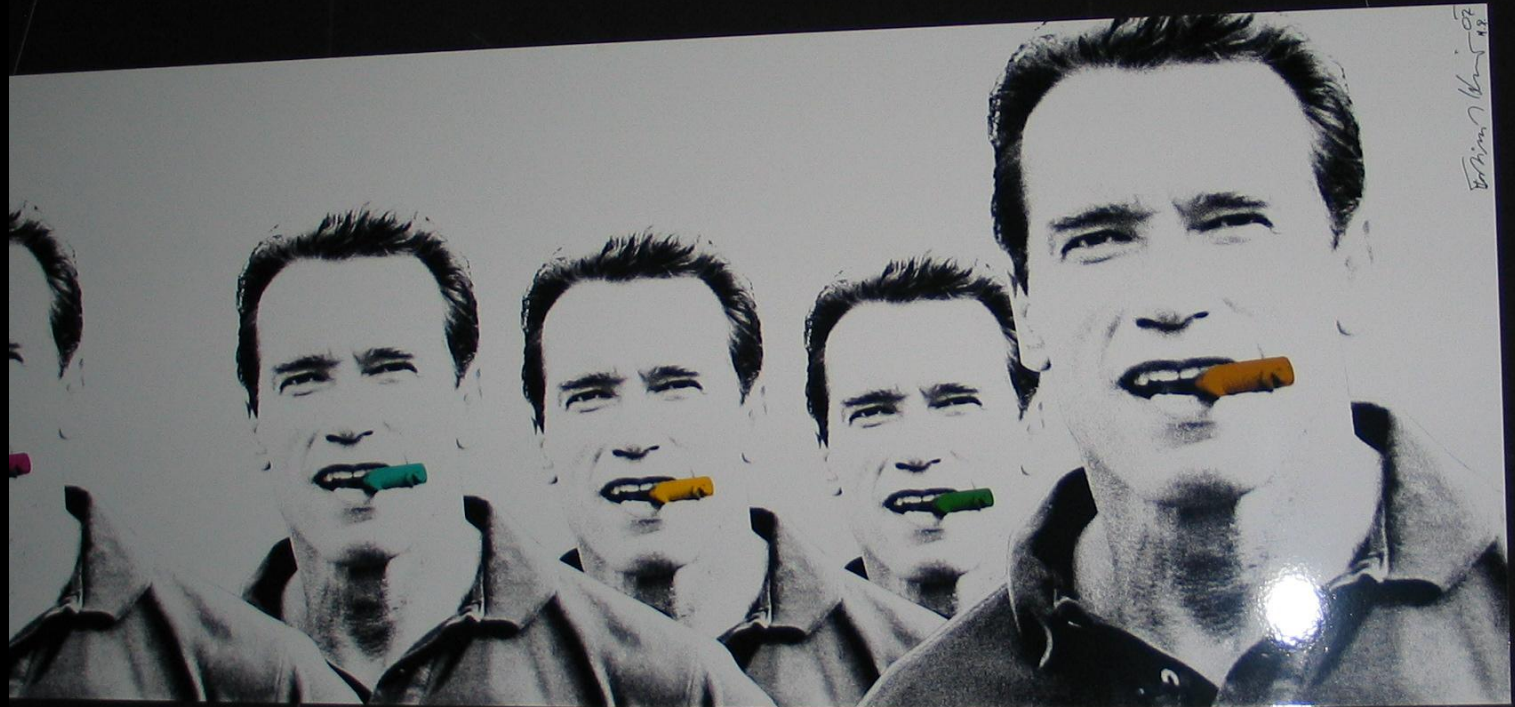




“California is working with leaders from across the globe to take action against climate change and this summit helps

“These leaders share our common commitment to developing strategies to reduce greenhouse gas emissions that will grow a robust green economy and this summit will serve as a forum to exchange innovative ideas that are producing real solutions to protect the environment and generate new economic activity throughout the world. With this collective action we are uniting in one voice to send a strong message to influence our national governments as they take the next steps toward a new global agreement to address climate change.”

Dis problem is biggah dan Kaleefornia, but togedda...



We can do it!

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